

Amendments to and Listing of the Claims:

Please cancel claims 37-49, amend claims 1, 2, 6, 8, 22, 23, 50 and 54 and add new claims 58-69 as follows:

1. (currently amended) An advertisement management system (AMS) for inserting targeted advertisements in an electronic program guide (EPG), the system comprising:

an advertisement characterization module ~~for characterizing~~configured to characterize one or more advertisements to be transmitted to ~~a subscriber~~one or more subscribers within the EPG;

a subscriber characterization module ~~for characterizing one or more~~configured to characterize the subscribers receiving the EPG, wherein the subscriber characterization module is configured to allow the subscribers to access their respective characterizations;
and

an EPG correlation module ~~for correlating~~configured to correlate the advertisements to the subscribers whereby ~~the suitable~~ advertisements are inserted in the EPG.

2. (currently amended) The system of claim 1, wherein the EPG with suitable advertisements is received by the ~~subscriber~~subscribers at a subscriber interface.

3. (original) The system of claim 2, wherein the subscriber interface is a set-top box (STB).

4. (original) The system of claim 2, wherein the subscriber interface is a cable-ready television having a unique identification.
5. (original) The system of claim 2, further comprising an EPG download server for creating a plurality of EPG screens having targeted advertisements.
6. (currently amended) The system of claim 5, wherein the plurality of EPG screens are transmitted to the ~~subscribers~~subscribers.
7. (original) The system of claim 6, further comprising an instruction module for instructing the subscriber interface to select an appropriate EPG screen.
8. (currently amended) The system of claim 5, wherein a suitable EPG screen is transmitted to the ~~subscribers~~subscribers, responsive to said EPG correlation module.
9. (original) The system of claim 1, wherein the subscriber characterization is based on demographic information available from one or more databases.
10. (original) The system of claim 9, wherein the databases are located externally to the AMS.

11. (original) The system of claim 9, wherein the databases are located internally to the AMS.

12. (original) The system of claim 1, wherein the subscriber characterization is based on real-estate information.

13. (original) The system of claim 1, wherein the advertisements are characterized via one or more advertisement vectors.

14. (original) The system of claim 13, wherein the advertisement vectors include a plurality of categories.

15. (original) The system of claim 14, wherein each of the plurality of categories is assigned a weight.

16. (original) The system of claim 15, wherein the advertisement vector comprises a weighted average of the categories.

17. (original) The system of claim 1, wherein the subscribers are grouped into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.

18. (original) The system of claim 1, further comprising an advertisement sales module for selling one or more advertisement opportunities available in the EPG.

19. (original) The system of claim 18, wherein the advertisement sales module further determines a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

20. (original) The system of claim 19, wherein the pricing scheme is based on the correlation results.

21. (original) The system of claim 20, wherein the prices are directly proportional to the correlation.

22. (currently amended) A method for delivering targeted advertisements in an electronic program guide (EPG), the method comprising:

characterizing one or more subscribers receiving the EPG, wherein the subscribers have access to their respective characterizations;

characterizing one or more advertisements to be transmitted to the subscribers within the EPG;

correlating the subscribers and the advertisements based on the subscriber characterizations and the advertisement characterizations; and

creating a plurality of EPGs having different targeted advertisements based on said correlating.

23. (currently amended) The method of claim 22, further comprising:

selecting an appropriate EPG to be transmitted to ~~a subscriber~~ one of the subscribers based on said correlating.

24. (original) The method of claim 22, further comprising:

transmitting the plurality of EPGs to each of the subscribers; and

instructing a subscriber interface to display a particular EPG, wherein the instruction decisions are based on the correlation results.

25. (original) The method of claim 24, wherein the subscriber interface is a set-top box (STB).

26. (original) The method of claim 24, wherein the subscriber interface is a cable-ready television having a unique identification.

27. (original) The method of claim 22, wherein the subscriber characterizations are based on demographic information.

28. (original) The method of claim 22, wherein the subscriber characterizations are based on real-estate sales information.

29. (original) The method of claim 22, wherein the advertisements are characterized via one or more advertisement vector.

30. (original) The method of claim 29, wherein the advertisement vector includes a plurality of categories.

31. (original) The method of claim 30, wherein each of the plurality of categories is assigned a weight.

32. (original) The method of claim 31, wherein the advertisement vector comprises a weighted average of the categories.

33. (original) The method of claim 22, further comprising grouping the subscribers into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.

34. (original) The method of claim 22, further comprising determining a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

35. (original) The method of claim 34, wherein the pricing scheme is based on the correlation results.

36. (original) The method of claim 35, wherein the prices are directly proportional to the correlation.

37-49. (canceled)

50. (currently amended) A method for delivering targeted advertisements to subscribers of a content delivery network within an electronic program guide (EPG), the method comprising:

characterizing a plurality of subscribers of a content delivery network, wherein the subscribers have access to their respective characterizations;

characterizing a plurality of advertisements that may possibly be inserted within an EPG;

correlating the subscribers and the advertisements to determine different advertisements that can be targeted to different subscribers;

selecting targeted advertisements to be inserted in the EPG based on said correlating;

creating a plurality of targeted EPGs by inserting different targeted advertisements into advertisement opportunities within the EPG; and

transmitting the targeted EPGs to the subscribers.

51. (previously presented) The method of claim 50, wherein said transmitting includes transmitting only an appropriate targeted EPG to the subscribers.

52. (previously presented) The method of claim 50, wherein said transmitting includes

transmitting the plurality of EPGs to the subscribers; and

transmitting instructions to the subscribers as to which targeted EPG to display.

53. (previously presented) The method of claim 50, further comprising grouping the plurality of subscribers into a plurality of groups based on common subscriber characteristics, and wherein said correlating includes correlating the group of subscribers and the advertisements.

54. (currently amended) A method for delivering targeted advertisements to subscribers of a content delivery network within an electronic program guide (EPG), the method comprising:

creating a plurality of targeted EPGs, wherein each targeted EPG has different advertisements inserted within advertisement opportunities within an EPG, and wherein each targeted EPG has different characteristics associated with it;

characterizing one or more subscribers of a content delivery network, wherein the subscribers have access to their respective characterizations;

correlating the targeted EPGs and the subscribers to determine appropriate targeted EPG screens for the subscribers; and

transmitting the targeted EPGs to the subscribers.

55. (previously presented) The method of claim 54, wherein said transmitting includes transmitting only an appropriate targeted EPG to the subscribers.

56. (previously presented) The method of claim 54, wherein said transmitting includes

transmitting the plurality of targeted EPGs to the subscribers; and

transmitting instructions to the subscribers as to which targeted EPG to display.

57. (previously presented) The method of claim 54, further comprising grouping the plurality of subscribers into a plurality of groups based on common subscriber characteristics, and wherein said correlating includes correlating the group of subscribers and the targeted EPGs.

58. (new) The system of claim 1 wherein the subscriber characterization is based on subscriber interactions with the EPG.

59. (new) The system of claim 1 wherein the subscriber characterization is accessed through a television terminal.

60. (new) The system of claim 1 wherein the subscriber characterization is accessed through the Internet.

61. (new) The method of claim 22 wherein the subscriber characterization is based on subscriber interactions with the EPG.

62. (new) The method of claim 22 wherein the subscriber characterization is accessed through a television terminal.

63. (new) The method of claim 22 wherein the subscriber characterization is accessed through the Internet.

64. (new) The method of claim 50 wherein the subscriber characterization is based on subscriber interactions with the EPG.

65. (new) The method of claim 50 wherein the subscriber characterization is accessed through a television terminal.

66. (new) The method of claim 50 wherein the subscriber characterization is accessed through the Internet.

67. (new) The method of claim 54 wherein the subscriber characterization is based on subscriber interactions with the EPG.

Application No. 09/658,204
Reply to Office Action of January 26, 2005

68. (new) The method of claim 54 wherein the subscriber characterization is accessed through a television terminal.

69. (new) The method of claim 54 wherein the subscriber characterization is accessed through the Internet.